

E-Mail

PG (145)
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To: All Divisions With Pathmark Stores

Subject: **Pathmark Stores (0522-00-00)**
DORAL 2 Pack Program

Listed below are details regarding a DORAL Program to be worked in selected Pathmark Stores in October:

- Dating October 3-31, 1995
- Program \$.50 off 2 Packs Of Doral
- Price Reduction Method Special 2 Pack Sleeve (item # 464441)
Taken via scanning UPC code.
- Doral Brand Styles
 - Doral Light King
 - Doral Light 100's
 - Doral Full Flavor 100's
 - Doral Light Menthol 100's
 - Doral Ultra 100's
- Display Implementation/Method
 1. Display store list sent earlier today via E Mail titled Pathmark Store List- Doral 2 Pack Prog.
 2. Displays and sleeves have been ordered to Division Offices or Retail Representatives.
 3. A distribution of Doral Product will be sent to identified stores one week prior to October 3.
 4. Retail Reps are to place sleeves on product, build floor displays, and place accordingly.
 5. Display refusals should be communicated to Voice Mail 43778.

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